

18 April 1975

Ms. Nancy Hanks
Chairman
National Endowment for the Arts
Washington, D. C. 20506

Dear Ms. Hanks:

Thank you for your letter of 17 March sending us the copy of the DESIGN QUARTERLY. It has been read with a good deal of interest by a number of our people responsible for the Agency's environmental programs.

I attach the completed form having to do specifically with our cooperation in the President's Federal Design Improvement Program. We look forward to the results of the evaluation in July of our portfolio of graphic material.

Sincerely yours,

[Redacted Signature]

Chairman
Fine Arts Commission

STATINTL

Attachment

Distribution:

Orig - Addee 1 - [Redacted]
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1 - C/FAC [Redacted]
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PRESIDENT'S FEDERAL
DESIGN IMPROVEMENT PROGRAM

Progress Report for Federal
Departments and Agencies

Name of Department or Agency Central Intelligence Agency

Liaison Officer for Federal Design Improvement Program

Name [REDACTED]

Title Chairman, Fine Arts Commission

Address 7B44 Hqs

(Mailing) Washington, D.C. 20505

Office phone [REDACTED]

Graphic Communication

- 1 Have your agency's graphics been evaluated by an expert panel of the National Endowment for the Arts:
- ~~Yes~~ No - See below
- 2 If evaluated, what measures has your agency taken in response to the panelists' findings and recommendations?

Evaluation is scheduled for approximately
mid-July 1975. A portfolio is in the process
of being collected, and panelists are being
selected with the help of Mr. Perlmutter of
your office.

PRESIDENT'S FEDERAL
DESIGN IMPROVEMENT PROGRAM

3 Do you need more help?

No.

Administrative Awareness

4 Did administrators from your agency at the Assistant Secretary level or above attend either of the two Federal Design Assembly Programs?

Yes

~~NO~~

5 Are key administrators in your agency involved in some aspect of improving design? If yes, how?

Yes

~~NO~~

They are aware of the program and have indicated
willingness to participate. Most are aware of
the value of good design, but there is no program
of applying good design uniformly and consistently
throughout the Agency. They are being advised to
hold off on any major changes in graphic design
until the findings of the panel are made known.

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Federal Architecture

- 6 Has your agency reviewed the Federal Architecture Studies?

Federal Architecture: Framework for Debate

Yes ~~XXX~~

Federal Architecture: Multiple-use Facilities

~~XXX~~ No (See 7.c below)

- 7 What action has your agency taken to respond to the recommendations contained in the Federal Architecture Studies?

a. The Central Intelligence Agency is not a major generator of new construction. When required, new buildings and major renovations to existing facilities have been executed through the auspices of the General Services Administration. In recent work, the designers were selected by GSA procedures. Project quality was protected by GSA and National Capital Planning Commission reviews of impact studies, site plans and building design.

b. The CIA Fine Arts Commission continually monitors the quality of existing Agency facilities and fosters a growth in design awareness by setting guidelines for interior design and furniture selection. In addition, it monitors an active program to incrementally upgrade the landscaping of the Agency headquarters compound.
**

- 8 Do you favor establishment of a government-wide citation program to recognize administrative and design contributions to enhancing the quality of the built environment?

Yes ~~XX~~

**

7 (cont'd)

c. While a sharing of Federal facilities with community activities may have merit in broad terms, the concept of multiple-use facilities is not compatible with Agency requirements for seclusion and restricted access.

**PRESIDENT'S FEDERAL
DESIGN IMPROVEMENT PROGRAM**

General

- 9 In what ways do you feel the National Endowment for the Arts could provide additional assistance to your agency in improving all aspects of design?

The Endowment should be the focal point for
information on literature, activities, and
consultants on design. The Program could use
some more publicity. The visual presentation
given by Mr. Perlmutter at the Second Federal
Design Assembly would be worth giving to key
administrators in our agency.



SECOND
FEDERAL DESIGN
ASSEMBLY

March 17, 1975

The Honorable William Egan Colby
Director
Central Intelligence Agency
Washington, D.C. 20505

Dear Mr. Colby:

We know how busy you are, but we thought you would like to take a quick look at this copy of DESIGN QUARTERLY containing the proceedings of the Second Federal Design Assembly.

We hope you will also ask your Federal Design Improvement Program Liaison Officer to complete the enclosed form which will enable you to give us an idea of your agency's participation in the Design Program since last July's White House briefing for cabinet members and independent agency heads. Please return this form to the National Endowment for the Arts by April 15, 1975. Answers will be collated in a report to the President to inform him of progress made.

As you know, May will mark the end of the third year of the Federal Design Improvement Program. President Ford has expressed a genuine interest in this Program, and he has asked to be kept informed of the progress

Fine Arts Commission and Liaison,
Federal Design Improvement Program
Central Intelligence Agency
Washington, D.C. 20505

Humanities, Washington, D.C. 20506

The Honorable Mr. Colby

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March 17, 1975

made and future needs. We are enclosing a copy of his most recent letter on this subject.

Sincerely,

Nancy Hanks
Chairman
National Endowment for
the Arts

John Richardson, Jr.
Chairman
Second Federal Design Assembly
and
Assistant Secretary of State for
Educational and Cultural
Affairs

Enclosures

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cc:

Chairman, Fine Arts
Commission and Liaison,
Federal Design
Improvement Program

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Chief, Visual Information
and Design Branch, CD/OGCR
and Liaison, Federal
Graphics Program

THE WHITE HOUSE

WASHINGTON

August 23, 1974

Dear Nancy:

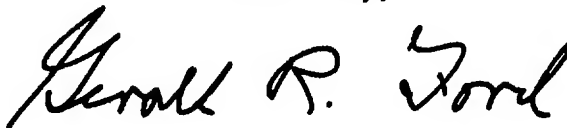
Your report on the progress of the Federal Design Program is most gratifying. There is little wonder it received such a favorable reception at the recent meeting of the Cabinet and agency heads. I am pleased that, as a result of the briefings, many agencies are proceeding with their plans to implement design improvement efforts.

The American people are right to expect excellence from their public officials and Government. As public servants, I believe it is our duty to see to it that this desired excellence characterizes all facets of endeavor. This is why I am encouraged by your efforts to improve the quality of Federal design.

I want you to know that you have my full support in this task. I firmly believe that, in order to inspire the people's pride in their Government, we must provide them with manifest evidence of its vitality, creativity and efficiency by setting the highest standards in architectural design, environmental planning and visual communication.

May this Second Federal Design Assembly provide a most useful stimulus to achieving a "Design Reality" that will prove worthy of the trust we hold.

Sincerely,

A handwritten signature in black ink, reading "Gerald R. Ford". The signature is written in a cursive, slightly stylized script.

The Honorable Nancy Hanks
Chairman
National Endowment for the Arts
Washington, D. C. 20506